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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/038,861	12/31/2001	Mark F. Nelson	KCC 4802 (16,790)	6378
321	7590	12/16/2005	EXAMINER	
SENNIGER POWERS ONE METROPOLITAN SQUARE 16TH FLOOR ST LOUIS, MO 63102			TRUONG, LAN DAI T	
		ART UNIT	PAPER NUMBER	2143

DATE MAILED: 12/16/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/038,861	NELSON ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Ian dai thi truong	2143	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 02 August 2002.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-20 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-20 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on 02 August 2002 is/are: a) accepted or b) objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | Paper No(s)/Mail Date. _____  |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date <u>08/02/02</u> . | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
|   | 6) <input type="checkbox"/> Other: _____                                    |

## DETAILED ACTION

### Claim rejections-35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

**Claims 1-2, 7-8, 10-18, and 20 are rejected under 35 U.S.C. 102(e) as being anticipated by Skinner (U.S. 2002/0101137), “Skinner”, herein after.**

Regarding to claims 1-2, 7, 14-18, and 20, those are exemplary with claims 8, 13 and 18:

Skinner discloses a system, which can be implemented in a computer hardware or software code for providing and managing information relating to a theme and for tracking access to the information by users, the IWR site comprising:

An integrated web ring (IWR) site of a host and a plurality of partners A plurality of partner Web pages relating to the theme and provided by the partners: (Skinner discloses “the search engines” those are equivalent to “IWR.” Therefrom, “a listing of advertiser web pages” those are equivalent to “a plurality of partner Web pages” are returned a results of searching on a term: page 1, paragraph [0005], lines 1-21)

A host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme: (Skinner discloses the user enters

“a search term” which is equivalent to “the theme” comprising one or more keywords. Then the search engines return a list of advertiser Web pages: page 1, paragraph [0005], lines 1-21)

A link from the host Web site to a selected partner Web page wherein the link is controlled by the host: (Skinner discloses the user can access his/her preferred advertiser’s Web page via clicking on the hyperlink: page 1, paragraph [0005], lines 1-21)

Tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the host Web pages and generating performance indicators relating to the tracked user access: (Skinner discloses “a tracking engine” which is shared functionality with “tracking software” for keep track the user’s access so the host can collect fee from the advertiser base on user’s clicks: figure 2, items 38, 40)

A common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page: (Skinner discloses “hyperlinks” and “search engine,” those are equivalent to “navigation tools” for searching and user’s preferred Web page accessing: page 1, paragraph [0005], lines 1-21)

**Regarding to claim 10:**

Skinner discloses a method as discuss in claim 7, which further includes a web page is displayed with a brief description of a content of the selected partner Web page and a visible indication of an identity of the partner providing the partner Web page: (Skinner discloses “the banner” which is equivalent to “a brief description” of the link: page 1, paragraph [0006], lines 1-6)

Wherein at least some of the partners are retailers providing product Web pages for purchasing products related to the theme, the pages for purchasing products being accessible by

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links available on the partner Web pages: (Skinner discloses the commerce advertiser is the search engine's client: page 1, paragraph [0006], lines 1-6)

Wherein the purchase of a product via the ring results in a fee paid to the host and/or a fee paid to any partner that guided the user to the product Web page used for purchasing the product: (Skinner discloses the search engines referred to get pay from the advertiser as pay-per-click engines: page 1, paragraph [0005], lines 14-17)

**Regarding to claims 11-12:**

Skinner discloses a method as discuss in claim 7, which further includes the IWR site of claim 7 wherein the link on the host Web site to the selected partner Web page is displayed with a partner ad, and wherein the displayed ad results in a fee paid to the host; wherein the link on the host Web site to the selected partner Web page is displayed with an article display, and wherein the displayed article results in a fee paid to the host: (Skinner discloses the host referred to pay-per-click engines. The user can directly access to her/his selected advertiser's webpage: page 1, paragraph [0005], lines 14-17; paragraph [0006], lines 1-4, paragraph [0007], lines 1-6)

**Claims 5 is rejected under 35 U.S.C. 102(e) as being anticipated by Knapp et al. (U.S. 6,769,010), "Knapp", herein after.**

**Regarding to claim 5:**

Knapp discloses a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page related to the theme of the IWR site accessible by links from the host Web site, wherein at

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least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host; the method comprising the steps of which can be implemented in a computer hardware or software code for providing and managing information relating to a theme and for tracking access to the information by users, the IWR site comprising:

Receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site: (Knapp discloses a sale product company wishes to be partner with Applicant's web site to public its advertisements to the on-lines customers: column 29, lines 60-67)

Obtaining agreement from the candidate retail partner to abide by a stated policy; reviewing the Web site of the candidate retail partner to determine if the content does not violate content criteria for IWR partners: (Knapp discloses "the contributors" those are equivalent to "the candidate retail partner" are the organizations and individual who contribute content objects to "the Applicant's web site" which is equivalent to "IWR site" must be check if their Website is qualified to be approved to join it link to the Applicant's web site: column 9, lines 4-13, 35-40; column 12, lines 52-67)

Joining the candidate retail partner to the IWR site if the candidate retail partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the host: (As disclose above, the Applicant's web site must be check if the contributor's Web site is qualified to be approved to join it link to the Applicant's web site. Also contributor agree to pay a certain amount for trading day for the Applicant' web site: column 9, lines 4-13, 35-40; column 12, lines 52-67; column 38, lines 53-67; column 39, lines 60-67)

**Claim rejections-35 USC § 103**

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claim 9 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner in view of Knapp et al. (U.S. 6,769,010)**

**Regarding to claim 9:**

Skinner discloses the invention substantially as disclosed in claim 7, but does not explicitly teach wherein the theme is parenting and wherein the information relates to one or more of the following: family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests

However, Knapp discloses the webpage discloses information such as heath and so on, see (Knapp: figure 6A, item 154)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Knapp's ideas of providing Web page contains information as health with Skinner's system in order to access user's desired information, see (Knapp, abstract, lines 1-15)

**Claim 4 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner in view of Han (U.S. 2001/00448000)**

**Regarding to claim 4:**

Skinner discloses the invention substantially as disclosed in claim 2, but does not explicitly teach the step of allowing the host to index the partner Web page by assigning a key word associated with the partner Web page

However, Han discloses search terms entered by users can be indexed against a knowledge database and leads to URL links as the search results, see (Han: abstract, lines 6-9, 16-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Han's ideas of indexing the search term against a knowledge database with Skinner's system in order to provide increased efficiency data retrieval on the Internet, see (Han, page 1, paragraph [0010], lines 1-4)

**Claim 3 is rejected under 35 U.S.C 103(a) as being un-patentable over Skinner in view of Pervival (U.S. 2004/0039795)**

**Regarding to claim 3:**

Skinner discloses the invention substantially as disclosed in claim 2, but does not explicitly teach the step of allowing the host to modify a title of the partner Web page as it appears on the host Web site:

However, Percival discloses method of changing title of a page, see (Percival: page 9, right column, lines 43-50)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Percival's ideas of changing title of a page with Skinner's system in order to be able to customize the web page, see (Percival: abstract, line 1-4)

**Claim 6 is rejected under 35 U.S.C 103(a) as being un-patentable over Knapp in view of Barzilai et al. (U.S. 2002/0029201)**

**Regarding to claim 6:**

Knapp discloses the invention substantially as disclosed in claim 5, but does not explicitly teach wherein the stated policy of the obtaining step includes the candidate retail partner agreeing to abide by a stated privacy policy, to abide by a suitable return policy for the protection of customers, and to provide searchable product information that can be screened or sorted by the host during a user product search according to predetermined user preferences relative to at least one of price and manufacturer identity

However, Barzilai discloses the privacy policy agreements between online sellers and online buyers. Also Barzilai discloses the buyers can search and compare prices between vendors, see (Barzilai: page 1, paragraph [0005], lines 1-20)

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Barzilai's ideas of negotiation and maintain privacy policy agreement between online seller and online customer with Knapp's system in order to build up the trust to online customer, see (Barzilai: page 6, paragraph [0077], lines 1-14)

**Conclusion**

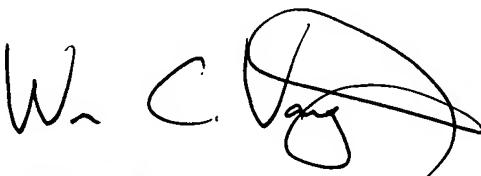
Any inquiry concerning this communication or earlier communications from the examiner should be directed to lan dai thi truong whose telephone number is 571-272-7959. The examiner can normally be reached on monday- friday from 8:30am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Lan Dai Thi Truong  
Examiner  
Art Unit 2143

Ldt  
12/07/2005



WILLIAM C. VAUGHN, JR.  
PRIMARY EXAMINER